



Digital Media

Exam Board: OCR

Contact: Mr Edwards

You should do take this course because... The OCR Cambridge Technical Extended Certificate in Digital Media is a demanding and nationally recognised qualification which will provide students with the opportunity to develop the specialist knowledge, skills and understanding required to succeed in the digital media sector. The course will give students an understanding of how different media institutions work in order to design products that appeal to specific target audiences. Students will broaden their subject knowledge in key areas such as print media and scriptwriting as well as analysing case studies within media such as television, film and computer games. The course has been designed to provide students with an understanding of the key skills needed to prepare for a career within Media or, if they so choose, Higher Education.

AS Level

Course Title: Cambridge Technical Certificate in Digital Media

Course Content: Unit 1: **Media products & audiences** - Develop your understanding of how different Media institutions operate in order to create products that will appeal to specific target audiences. You will learn about how audiences are categorised, researched and targeted by Media producers.

Unit 21: **Plan and deliver a pitch for a Media product** - Working from a brief you will create a proposal and pitch for a new magazine within a specific genre.

Unit 3: **Create a Media product** - Working from your Unit 21 pitch, you will use Photoshop to produce an original magazine. This will include taking your own photographs, writing a magazine's article and editing images.

Entry Requirements : At least a 4 in English and Maths and 3 A* - C

Assessment type: External Assessment - 2 hour exam worth 25% of your grade.
Internal assessment worth 8% of your grade.
Internal assessment worth 17% of your grade.

A Level

Course Title: Cambridge Technical Extended Certificate in Digital Media

Course Content: Unit 2: **Pre production and planning** - Working from a brief you will learn how to understand the factors that need to be considered during planning a new media product (such as a new mobile app). These include legal, ethical and regulatory issues. You will then be able to interpret client demands to plan the pre production of a media product. This will include storyboards, scripts, flat plans and site structure diagrams.

Unit 22: **Scripting for Media products** - Good scripts are essential in order to ensure that film, TV and video games are brought to life. You will generate an idea for a new film script in response to a client brief.

Unit 20: **Advertising Media** Advertising media is around us on a daily basis, from billboards in the street to adverts watched daily on the television. In completing this unit, you'll understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them. You'll plan an advertising campaign for a product or service, selecting the appropriate media components to produce it. You'll produce all media components for the campaign.

Entry Requirements : At least a merit during Year 12 work.

Assessment type: 2 hour exam worth 25% of your grade.
Internal assessment worth 8% of your grade.
Internal assessment worth 17% of your grade.

If I did this course it would enable me to... The course will be useful to those students wishing to take a Media, Journalism or Media Production related degree. Those wishing to study for degrees in other subjects such as English or Business, you will find knowledge of the Media industry valuable. With respect to employment those students thinking of a commercial or professional career in radio, TV, scriptwriting, journalism (print or broadcast), film production, marketing and advertising will also find the course useful. A grounded interest in the media is extremely useful for students, especially during potential university or industry interviews.